Augmented Reality In-Store Design Guidelines for Different Retail Levels

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# Key (Retail Level)

**HS:**  High-street

**HE:**  High-end

**S:**  Small-size store

**M:**  Medium-size store

**L:**  Large-size store/Flagship store

# Design Guidelines

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Theme** | **Design Aim** | **Design Feature** | **AR Solution** | **Retail Level** | |
| **Accessibility** | Reduce technology acceptance barriers | Interface | 1. Design a qualitative (word-based) interface rather than a quantitative (numbers-based) interface to avoid overload information and unnecessary steps | HS  HE  S  M  L | þ  þ  þ  þ  þ |
| Keep seamless shopping experiences | Store facilities | 1. Retail stores should be coordinated with AR functions equipped with supporting facilities. | HS  HE  S  M  L | þ  þ  þ  þ  þ |
| **Personalisation** | Offering convenience | Personal account | 1. Consumers can log in to their accounts, saving each consumer's preference. According to the personal data, the App will suggest the size for consumers. | HS  HE  S  M  L | þ  þ  þ  þ  þ |
| Meet different motivations | Control system | 1. Empower consumers to control entertainment functions (i.e., interaction level, fitting room background music and lighting) | HS  HE  S  M  L | þ  þ  £  þ  þ |
| **Functionality** | Offering convenience | AR scan | 1. Show critical information (product name, price, material) when consumers scan a product | HS  HE  S  M  L | þ  þ  þ  þ  þ |
| Improve consumers' satisfaction | Stock Availability | 1. Show the number of stock left, avoiding consumers losing the item because someone bought it before they reached the store. | HS  HE  S  M  L | þ  þ  þ  þ  þ |
| Offering convenience | Navigation | 1. Direct the consumer to a specific item | HS  HE  S  M  L | þ  þ  £  þ  þ |
| Enhance human contact and Increase product perception | Assistant system | 1. Offer intelligent (AI) salespeople to provide product and product-related information, yet allow for hand-off to human salespeople when the question is too complex for current technology. | HS  HE  S  M  L | þ  £  £  þ  þ |
| Increase product perception | Virtual try-on | 1. Show size differences and realistic colour of the products when consumers try-on virtually | HS  HE  S  M  L | þ  þ  þ  þ  þ |
| Improve consumers' satisfaction | Matching system | 1. Show matching items when consumers scan a product or try-on virtually | HS  HE  S  M  L | þ  þ  þ  þ  þ |
| Help consumer to make a decision | Product Comparison | 1. The Magic Mirror enables consumers to save different outfits from virtual try-on history for comparison. | HS  HE  S  M  L | þ  þ  þ  þ  þ |
| Improve the content richness | Buy for others | 1. Offer 'Buy for others' option enables consumers to select the most suitable item for others by uploading the photo | HS  HE  S  M  L | þ  þ  þ  þ  þ |
| Keep a seamless shopping experience | Self-checkout | 1. Self-checkout to reduce the queue and save time | HS  HE  S  M  L | þ  þ  þ  þ  þ |
| Meet consumers' social needs | Social sharing | 1. Enable consumers to digitally share the product with others and post product reviews after purchasing | HS  HE  S  M  L | þ  þ  þ  þ  þ |
| **Enjoyment** | Attract consumers | Content design | 1. Storytelling from a hedonic perspective enables consumers to scan the specific position to obtain strange ideas, incredible images, and scene | HS  HE  S  M  L | £  þ  £  £  þ |
| Encourage purchasing behaviour | Advertisement/  Window display | 1. Incorporate advertisements but animate them or bring them to life | HS  HE  S  M  L | þ  £  þ  þ  þ |